

QP Code: 406008

Reg. No.....

**Final Year B. Pharm (Ayurveda) Degree Regular/Supplementary
Examinations April 2022**

Pharmaceutical Industrial Management

Time: 3 hrs

Total Marks: 100

- *Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space*
- *Answer all parts of a single question together • Leave sufficient space between answers*
- *Draw diagrams wherever necessary*

Essays:

(2x10=20)

1. What is accountancy. Explain the accounting principles in detail.
2. Define management. Explain the levels and principles of management.

Answer briefly:

(10x5=50)

3. Economic principles of demand and supply
4. Import trade
5. Methods of sales promotion
6. Buying and selling
7. Different types of cash books
8. Salient principles of financial management
9. Qualities of a good leader.
10. Advantages and disadvantages of wholesale trade
11. Insurance of business against fire hazards
12. Significance of proper storage of pharmaceutical products in marketing

Short notes:

(10x3=30)

13. Salient features of labour welfare
14. Types of training
15. Controlling
16. Delegation of authority
17. Patents and trademarks
18. Types of communication and their significance
19. Advertising.
20. Process flow
21. Bank accounts
22. Multiple shops
